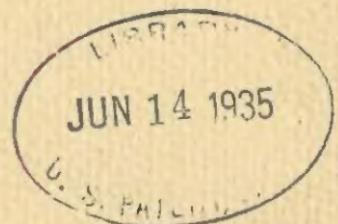
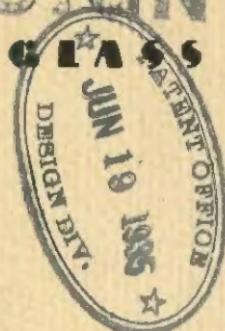


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DESIGN DIV.

EYES IN GLASS LAND



RETURN TO
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LITTLE JOURNEYS IN GLASS LAND

1.



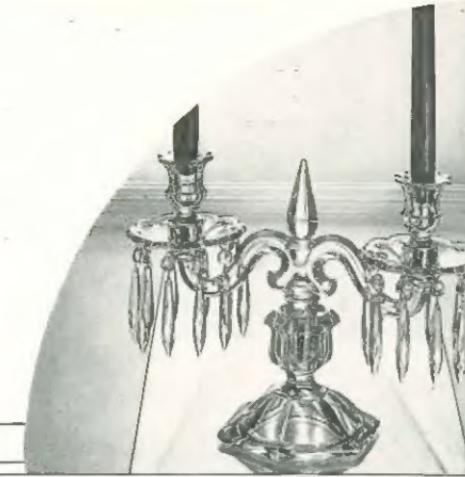
THE DESIGN DIVISION COMPANY ★ ★ NEWARK, OHIO

**LITTLE JOURNEYS
IN GLASS LAND**

TAKE with me a few little journeys into Glass Land, into the realm where sparkling beauty reigns and gleams and glows before your eyes.

Glassware for the table! It stirs the imagination. You can vision yourself possessing it, reveling in it, taking pride in it before guests.

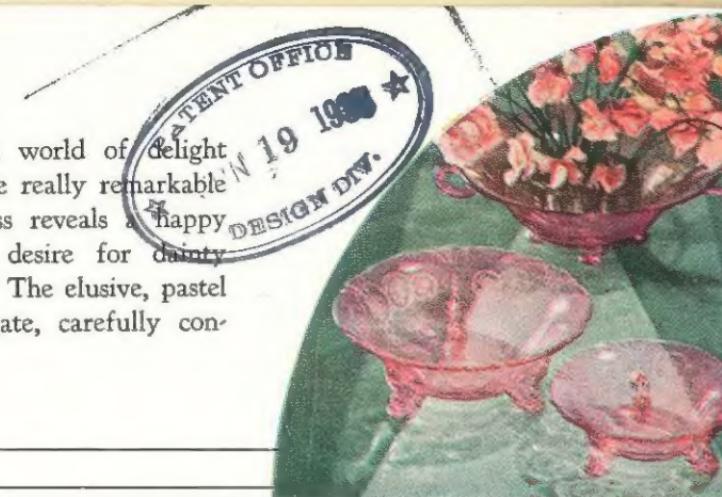
The vogue for fine glassware has grown by leaps and bounds. *Nowadays fashion decrees it for the table.* Hostesses everywhere recognize the smartness of using it, of having an abundance of it for all occasions. All along they have more and more



- * fallen in love with the wonderful possibilities of glassware . . . the scope it gives for stunning table appointments . . . the almost startling effects that can be created by clever arrangements of the various pieces and colors.
- * Fine glassware, too, has come to mean to those who are in touch with fashion trends, glass which possesses subtle distinction, a pedigree of quality and true style. Since 1893, Heisey artisans, adding to their skill the secrets of craftsmen of all ages, have taken pride in making just this kind of glass.
- *

THE glow of candles and the gayety of flowers add so much to the table. Heisey flower bowls are of many designs, shapes and styles to match the other glass. Gorgeous Heisey candelabra, for one or more candles, are majestic at the dinner hour. Illustrated are candelabrum No. 300 and bowl No. 1401.

COLOR in glass! What a world of delight spreads before you here. The really remarkable appeal of tinted Heisey glass reveals a happy interpretation of the wide desire for dainty colorfulness in table settings. The elusive, pastel hues are the result of delicate, carefully controlled processes.



Below: No. 3390 plain stemmed Glasses, Flagon and Decanter, in Alexandrite color, crystal feet. Comes also in Crystal, Crystal bowls with Moon Gleam feet, Flamingo and Sahara. Above: No.

1401, 8½-in. 2-handle footed Flower Bowl, 7½-in. footed Nappy and footed Mint with No. 450 etching, in Flamingo tint. Available in Crystal, Moon Gleam and Sahara.



Above: No. 3390 Flagon and stemmed Glasses with No. 448 etching in golden Sahara. May be had in Crystal, Crystal bowls with Moon Gleam feet, and Flamingo. Below: No. 4027 Decanter and No. 3380

12-oz. Soda in Sahara; available in Crystal, Flamingo, and Crystal with Moon Gleam feet. No. 1252 Ice Tub comes in Sahara, Crystal, Moon Gleam, Flamingo or Alexandrite.

MEMORABLE tables become an easy achievement with such lovely colors. Picture in your mind the delightful effect of *Flamingo*, the rose of tropical plumage. Or *Sahara*, the gold of African sands. Or *Moon Gleam*, the green of the sea by moonlight. Or *Alexandrite*, the purple of emperors.

WHEN your fancy turns to plates, I am sure you will find among the many Heisey patterns and sizes exactly what you want. Sandwich trays, salad plates, bread and butter plates, service plates. Platters, too, and the many other occasional items that make up the complete service in glass.



Below: No. 3389 brilliant lead blown stemmed Glasses with Chintz etching No. 450. Goblets, Sherbets, Parfait Glasses, Cocktail and other glasses in clear Crystal or Sahara

tint. Above: No. 1401 round 2-handle Sandwich Plate with No. 448 etching. May be had in Crystal, Moon Gleam, Flamingo or Sahara.



* 7. *



Above: No. 3368 lead blown stemmed Glasses with classic No. 445 etching showing Georgian influence. A glass for every purpose in clear Crystal, Moon Gleam feet or Flamingo.

Below: No. 1401 Platter with etching No. 450, Mayonnaise Dish and Salt and Pepper. Available in Crystal, Moon Gleam, Flamingo or Sahara.



K EEN critics of glass consider nothing finer than these alluring, hand-wrought, lead blown goblets and glasses. A shell-like ring attests to their superb quality. Exquisitely etched in a choice of designs in ever tasteful clear crystal (or colors), they are the goal of those who prize beauty in glass.

VASES, candlesticks, bowls—a delightful selection of these items in fine quality Heisey glass awaits any one seeking them as exquisite decorative articles, or as gifts. Speaking of gifts, what is there that pleases so much, or is so thoughtful or expressive of friendship as the gift of glass?

Below: Vases, left to right, No. 4223, Sahara. Also Crystal, Moon Gleam. No. 1401, Alexandrite. Also Crystal, Moon Gleam, Flamingo or Sahara. No. 3390, Sahara. Also Crystal, Moon Gleam

foot; or Flamingo. No. 4216, Moon Gleam. Also Crystal, Flamingo, Sahara or Alexandrite. Above: No. 1252 Flower Bowl and No. 136 Candleholders in Sahara. Also Crystal, Moon Gleam, Flamingo.



Above: Vases, left to right, No. 4209 and No. 4220. Come in Moon Gleam, Crystal, Flamingo, Sahara or Alexandrite. No. 4222, Sahara. No. 4205 with No. 447 etching, Flamingo. Last two also Crystal,

Moon Gleam. Below: Candlesticks, left to right: No. 134 and 135, Sahara. Also Crystal, Moon Gleam, Flamingo, Alexandrite. No. 112, Sahara. Also Crystal, Moon Gleam, Flamingo.



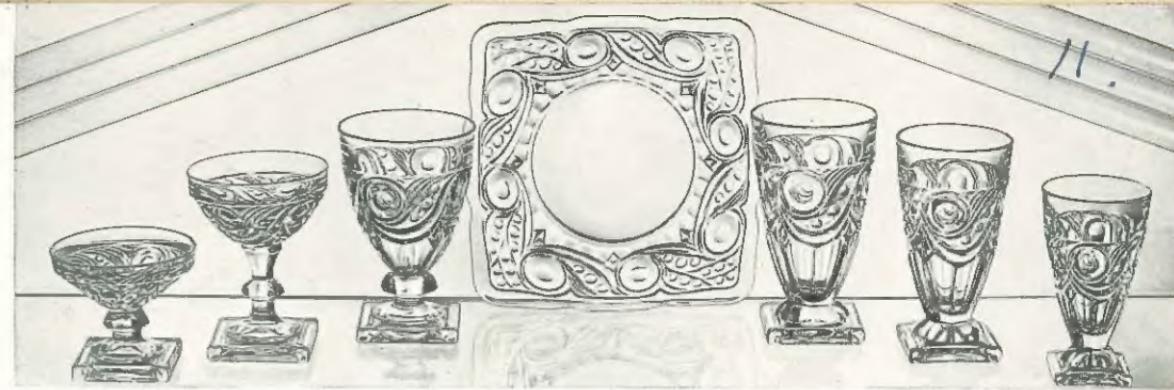
LIVING is a little more pleasant, a little finer, with objects of beauty about us. Colorful candlesticks, vases and bowls of glass generously used on the console table, radio, end-tables and elsewhere add refreshing, gay touches throughout the home. A profusion of these items is offered in Heisey glass.

Is YOUR interior scheme Colonial or French Provincial? Then here is the glass you want, Heisey's delightful Early American and Lily of France patterns. Just the glass to go with Windsor chairs and cherry cupboards. Glass that sings of the romantic days of clipper ships and ginger jars.



Below: Complete line of glasses in No. 1404 Early American Thumb Print design. Available in clear Crystal, Flamingo, Moon Gleam and Sahara. Above:

No. 1401 Lily of France Coffee Cups and Saucers and Cream Soup and Plate with No. 450 etching. Available in Crystal, Moon Gleam, Flamingo or Sahara.



Above: No. 1405 Early American Scroll design. Plates, Glasses and other pieces for complete services, in Clear Crystal, Sahara, Moon Gleam and Flamingo. Below: No.

1401 Cream and Sugar, Candy Dish with cover, and Lemon Dish with Cover. This pattern comes in Crystal, Moon Gleam, Flamingo and Sahara.

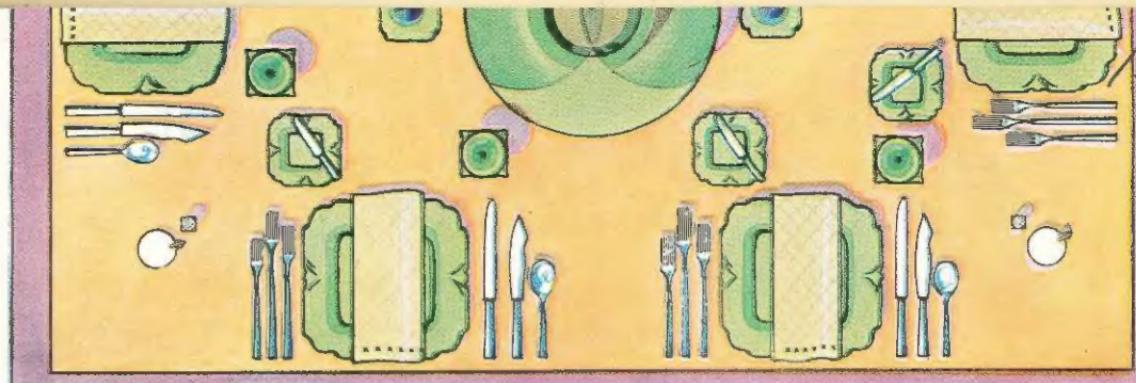
COFFEE cups and saucers, cream soup bowls and plates, bouillon cups and plates, creamer and sugar, bowls and dishes for mayonnaise, jelly, preserves, mint, vegetables, relishes—truly a wealth of "utility items" are to be had in Heisey glass. Both beauty and practicality are the keynote of this glass.

ALADS are more enticing when served from delicately tinted bowls, to plates that match in shape and color. Somehow, too, drinks and desserts are more enjoyable in graceful, footed glasses. Why not have sets of eight or twelve in Heisey ware to add greater vivacity to the luncheon or bridge tea?



Below: No. 3381 stemmed Glasses with No. 4182 Plate. Charming table service. Shown in Alexandrite and comes in Alexandrite Bowl with Crystal foot, Sahara Bowl

with Crystal foot, and solid Sahara. Above: No. 1401 square 2-handle Salad Bowl and Plate in Moon Gleam. Available also in Crystal, Flamingo and Sahara.



The setting of the dinner table is a rite which the hostess is desirous of performing correctly. The diagram above shows how to lay the places for an informal dinner. Below is suggested a breakfast table setting. Shown are No. 1401 Grape Fruit Dish, Plate, Cream and Sugar; No. 3390 Goblet, in Sahara.



HERE are complete glass services in several patterns in Heisey ware, for serving all courses at any occasion. Brilliant crystal is having a revival, while color is much in vogue. Some hostesses cleverly vary the colors for different events or use another color the next time the same guests come.

HOW GLASSWARE BEAUTIFIES THE TABLE

By NANCY OAKLEY, Hostess Editor, *The Ladies' Home Journal*

What a perfect picture you may "paint" when you appoint the table with gleaming, shimmering glass! The captivating charm of glass is one of the most important reasons for using it throughout the dinner—it adds so much to the art of living.

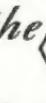


The tables illustrated here are just two examples of how exquisite Heisey glass, by its very nature, aids the hostess in creating beautiful arrangements. The formal dinner table on the opposite page uses an etched Heisey pattern throughout the various courses. The silver is set for shrimp cocktail, soup, fish, salad and meat courses. The table above is more informal, having bread and butter plates. The glass is Heisey's Lily of France design. The silver is laid for soup, meat and salad.



Heisey's

GLASSWARE  for your table

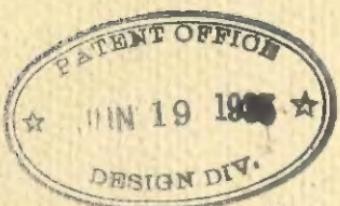
Look for
the  on every
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embossed on the glass
or on adhesive label



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